



A-1
12-17-13

Board of Park Commissioners
Regular Meeting
Minutes

Tuesday, November 19, 2013
4:00 – 5:30 p.m.

City Hall Council Chambers
401 N. Morton St.

CALL TO ORDER

The meeting was called to order by Mr. Carter at 4:00 p.m.

Board Present: John Carter, Joe Hoffmann, Jane St. John

Board Absent: Les Coyne

Staff Present: Mick Renneisen, Judy Seigle, Paula McDevitt, Becky Higgins, Kim Ecenbarger, Tim Fulton, Jeigh Hockersmith, Julie Ramey, Ellen Campbell, Leslie Brinson, Dave Williams

- A-1. Approval of Minutes of October 22, 2013 Meeting
- A-2. Approval of Claims Submitted October 23 – November 18, 2013
- A-3. Approval of Non-Reverting Budget Amendments
- A-4. Review of Business Report

Ms. St. John made a motion to approve the Consent Calendar as presented. Mr. Hoffmann seconded the motion. Motion unanimously carried.

B. PUBLIC HEARINGS/APPEARANCES

B-1. Public Comment Period

No public comment at this time.

B-2. Bravo Award – T410 School of Public Health group and Mary Wheeler

Ms. Ecenbarger addressed the Board and stated that the November Bravo Award is being presented to a group of students in the IU School of Public Health: Isaiah Ashba, Calab Fossee, Emily Hoggatt, Steven Morrissey, and Cort Walter. These students chose to work with Bloomington Parks and Recreation and the Skate and Scare event as part of their T410 Event Planning and Program Development course instructed by David Smiley. In addition to the students, staff also recognized Mary Wheeler for her contribution to the project. Ms. Wheeler is a long-time resident of Bloomington and is very enthusiastic about Halloween. She has played a lead role in planning haunted houses for 40 years. The students invited her to their meeting, shared their ideas, and Ms. Wheeler signed on to do all character make-up the day of their event. During their five weeks of planning, the T410 group covered all areas of event planning. They selected a program design/theme, developed and worked within a budget, considered marketing and risk management, created a supply list, and recruited/trained volunteers.

Mr. Walter addressed the Board on behalf of the class. He stated they were very happy to work with the Skate and Scare program and feel that this experience will definitely help them in their careers. He thanked Ms. Ecenbarger and Mr. Fulton for all of their help and for being such good mentors.

B-3. Parks Partner Award – Stephens Honda/Hyundai

Ms. Ecenbarger addressed the Board and stated that the November Parks Partner Award is being presented to Stephens Honda/Hyundai for their outstanding contribution as a corporate partner. She stated that Stephens Honda/Hyundai has a

solid reputation for providing outstanding customer service and quality automobiles and they have quality vehicles. But their warm customer service, exceptional knowledge, and positive approach bring people back to their dealership. General Manager, Mark Kinser, decided to share their product and service message with participants at the TLRC. They have prime presence on the soccer turf and basketball courts. Last year they expanded their advertising to reach the audience at Frank Southern Ice Arena. Their decision to advertise with Bloomington Parks and Recreation makes good business sense as they reach hundreds of thousands of individuals each year at an affordable price.

Mr. Kinser addressed the Board and stated that it is an honor to partner with Bloomington Parks and Recreation and he hopes to continue this relationship for a long time.

C. OTHER BUSINESS

C-1. Review/Approval of 2014 Proposed Fee Schedule

Mr. Renneisen addressed the Board seeking final approval of the 2014 Fee Schedule. He stated that the draft was presented at the October meeting giving the Board time to review and offer any feedback. He added that staff has made one additional change since the draft was presented. Staff is recommending an increase in the application for Affair of the Arts from \$45 to \$50. The fees have not been adjusted for several years.

Ms. St. John made a motion to approve the 2014 Fee Schedule with the one change recommended by staff. Mr. Hoffmann seconded the motion. Motion unanimously carried.

D. REPORTS

D-1. Operations Division – No Report

D-2. Recreation Division – No Report

D-3. Sports Division – No Report

D-4. Administration Division – Graduate Class Presentation for Comprehensive Plan

Ms. McDevitt addressed the Board and stated that the department collaborated with the IU School of Public Health Assessment and Planning Public Health graduate class taught by Dr. Michael Reece and Katie Barnhart. This course teaches the principles of community health assessment and program planning in public health. The focus of the collaboration was to collect data in identified department programs and facilities and study the health/wellness benefits to participants.

The idea to embark on this project came from the 2011 Citizens Interest and Opinion Survey which indicated the number one benefit respondents get from programs/services/facilities is improved physical health and wellness. Based on this information, the need to collect data to complete the department's 2014-2016 strategic plan, and the IUSPH interest in studying the health/wellness benefits of parks and recreation programs and services this collaboration has proved mutually beneficial.

Department staff identified the following areas to have studied by the students – the Performing Arts Series, Senior Activities at TLRC (sedentary downstairs activities), fall softball participants and spectators, and the B-line trail users. In addition, the marketing of health and wellness benefits was analyzed. Students worked in teams to develop methods of data collection, collected and analyzed the data, and have made recommendations in these areas. In addition to presenting their findings and recommendations, a final poster project will be completed in each area of study and given to the department for future use.

Dr. Reece and the graduate students addressed the Board and presented their findings and recommendations to the Board:

- **Adult Softball Leagues:**

- Survey data collected at Twin Lakes Sports Park
 - 2 page, 5-6 question surveys for spectators participants
 - October 9 – October 15
- Survey Findings
 - Of 187 surveyed, 82 were participants and 105 spectators
 - 71 participants were men and 11 were women
 - 20 spectators were men and 83 were women. 2 spectators were unknown
 - The majority of the age groups represented was 23-39 accounting for 98
 - The majority of race/ethnicity was white (representing 143)
 - Of the participants surveyed, 12 had played previously and 69 had not
- Participant Findings
 - When asked what are the health benefits of playing softball, 48% stated the social health (interaction with others, friendships, teams, fun, etc). 32% stated the physical health was important (exercise, get in shape, weight loss, work out). 19% stated the mental health benefits was important (stress relief, being outdoors, nature, etc)
 - 93% were invited to play or referred via word of mouth
- Spectator Findings
 - When asked why they attended to watch the softball games, 100% replied to cheer on and support family/friends; 23% watched because it was outside; and 17% stated that Twin Lakes softball fields are family friendly
 - Reasons for lack of involvement (females) – 27% would rather spend time socializing; 15% needed to take care of their child(ren); 33% could not play due to injury, age, kids' sports, work schedule
 - They would play if – They had more time and money; younger or knew how to play; weren't injured/pregnant. Many participated in some type of physical activity.
- Recommendations
 - New team incentives
 - Advertise to invite new teams to play
 - Focus on the additional social health benefit along with physical health benefit of playing softball
 - Watching softball is a social health benefit
 - Being outdoors is a mental health benefit
 - Continue to focus on the family atmosphere
 - Create less competitive leagues for beginners

- **Performing Arts Series:**

- Surveys were conducted on-line on the Performing Arts Series which includes move and concert series. 21 questions were asked using the Qualtrics System on Facebook, Twitter, Email, and Newsletter. 29 surveys were completed
- Survey Findings
 - Of the 29 respondents, 22 were women and 7 were men; with the majority (41%) being between the ages of 27-34. The majority (92%) were white.
 - When asked if arts participation increased sense of community, 50% agreed; 33% neither agreed nor disagreed; 17% disagreed.
 - When asked if they felt stressed during a typical week, 59% stated sometimes; 25% stated most of the time; 8% stated always; 8% stated rarely.
- Recommendations
 - Recommendations to help improve physical health of participants at Performing Arts Series events

include:

- Zumba, yoga, line dancing at concerts
- Continue with the Wii before movies for children
- Encourage people to walk before concerts and movies
- Kids Health Zone/Activity Zone
- Monitor smoking
- Opening act that leads to an activity
- Healthy recipe cards

- Recommendations to help improve mental and social health of participants at Performing Arts Series events include:

- Signage with healthy living information
- Use Social Media to campaign the events with hash tags
- Slogans that make people realize the health benefits
- Promotional items such as pedometers, water bottles, sweat bands, etc
- Themed arts event (Ex. Healthy Food Night)
- Demos/Interactive arts activities available at events (especially for kids)
- Use surveys throughout art series to get more responses
- Display health benefits of attending arts events at events

- **Twin Lakes Recreation Center Senior Program:**

- Data was collected at the TLRC from October 21-30 on 5 weekday mornings and afternoons for program participants in Bingo, Bunco, and Quilting. Interviews were conducted with seniors to complete an open-ended survey.
 - Data was collected at the TLRC from October 21-30 on 5 weekday mornings and afternoons for program. Nine women and 1 man were interviewed with an age range from 68-85 and a mean age of 75. The majority of participants had participated between 0-5 years (77.8%).
 - When asked in the past 30 days how many days their mental health was not good, all respondents stated none.
 - Overall, the mean score for current mood was +7 on a scale from -10 (very unpleasant) to +10 (very pleasant).
 - All participants engaged in physical activity outside of TLRC. Activities included: Tai Chi, walking, and gardening. Frequency of 2-7 days per week at 10-30 minutes per session.
- Recommendations
 - Social and mental health
 - Participants report good social and mental health and their responses suggest these programs promote their health and well-being in these areas
 - Social/mental health is especially important for this particular age group, due to the unique medical and emotional conditions that they are at risk for developing
 - Resources should be devoted to bringing more people in to enjoy the programs
 - Physical health
 - Future assessments can be done to gauge interest in adding an exercise activity between games
 - Reinforce the physical behaviors seen in the assessment

- **B-Line Trail:**

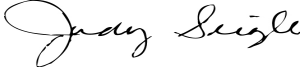
- Data was collected at 3 sections on the B-Line Trail from October 17-28 during morning, afternoon, and evening hours. Data was collected by observation.

- Survey Findings
 - A total of 476 participants were observed. Of that total, 209 were women and 277 were men with the largest group being over 18 years of age. Non Hispanic White represented the largest race/ethnicity (90%) followed by African-American (3%), Hispanic/Latino (2%), and Asian-American (6%).
- Assessment Findings
 - Access
 - Nearby parking lots add convenience
 - Accessing the trail from Crossfit, Grimes Street, Kroger
 - Accessing businesses from trail
 - Safety
 - Wooded parts of the trail “seemed vacant”
 - Fairly deep ditch
 - Cars don’t always stop (in crosswalks)
 - The wooded areas of the trails do not have access to call boxes
 - Use/Non-Use
 - Biking (38%), walking (36%), jogging (19%)
 - Other (7%)
 - User conflict
 - Families and strollers
 - Dogs
 - Large groups blocking trail
 - Bikers swerving to avoid people
- Recommendations
 - Could contribute more by:
 - Reducing barriers to participation
 - Increasing perception of safety
 - Marketing trails as mode of transportation

ADJOURNMENT

Meeting adjourned at 4:50 p.m.

Respectfully Submitted,



Judy Seigle, Secretary Board of Park Commissioners